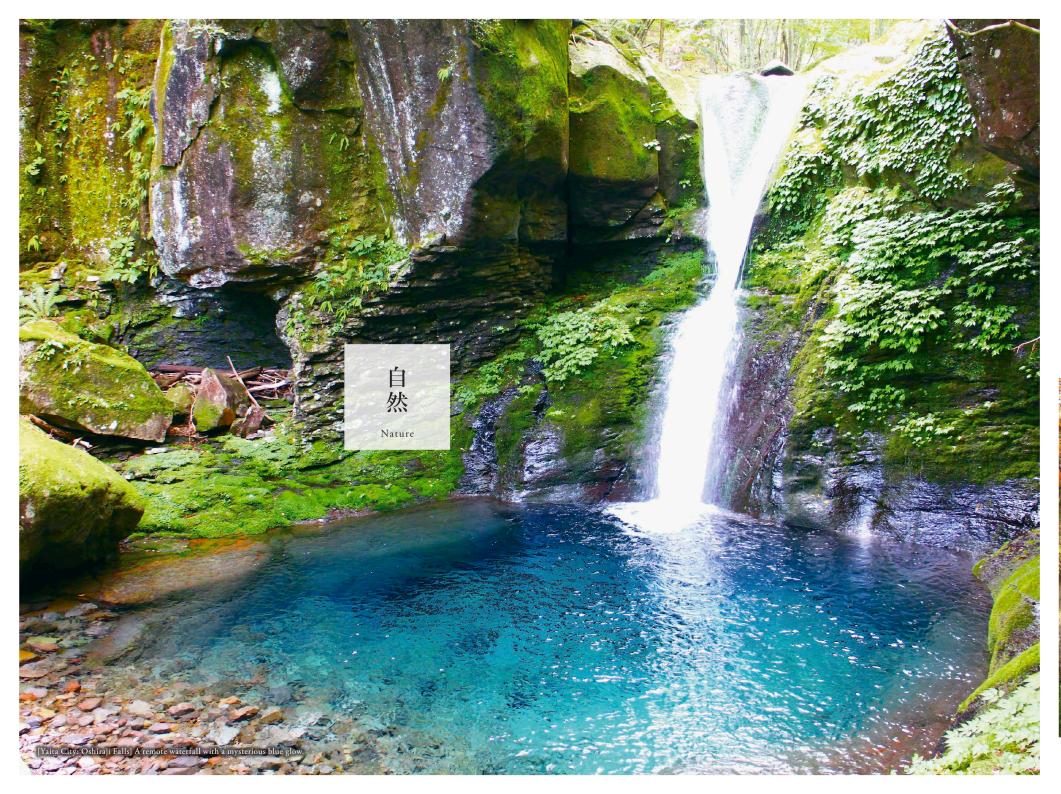


TOCHICL TOURIST BROCHURE Selected as one of CNN's "Dream Destinations for 2014" from around the world, Ashikaga Flower Park was the only selection from Japan. (Best time to visit: Mid-April to mid-M





Vivid Colors of Mother Nature

Intense flame-like autumn reds,
sunlight spills through the gaps between the green trees.
Surround yourself with the vibrant colors of Mother Nature
while breathing in fresh, clean air.



[Sano City: Konzoin Temple]

Known for its bright red autumn hues and stoic rows of Jizo statues. (Best time to visit: Mid to late November)

Vivid Colors of Mother Nature





[Sakura City: Poppy Fields] A breathtaking display of three million red and pink flowers. (Best time to visit: Early May to mid-June)



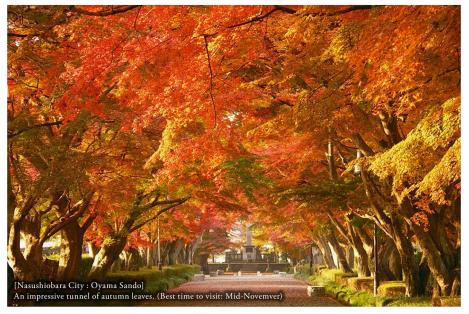
[Otawara City: Kurobane Castle Ruins Park] Hydrangeas bloom quietly amidst the old castle ruins. (Best time to visit: Late June to early July)



[Mashiko Town: Mashiko Sunflower Festival] Sunflowers shining in the summer sun. (Best time to visit: Early to mid-August)



Vivid Colors of Mother Nature





Experience the colors and sights of each season wherever you go. Forget your everyday worries and recharge here in Tochigi.





Jump into the Beauty of Nature

Experience the world with all five sense.

Create unforgettable memories with family, good friends, or that special someone in your life.





experiences of nature, local food and culture.



[Around Nikko City and Nasu Town: Cycling / Ride Experience] [Nasushiobara City: Snow Activities / Hunter Mountain Shiobara] Discover authentic Japan in a multi-day cycling trip with Fantastic activities set against stunning mountain views.



[Tochigi City : Tochigi-shi Watarase Balloon Race] Colorful balloons ascend into the crisp winter sky. (Time to visit: Around December)



Tochigi Prefecture — History



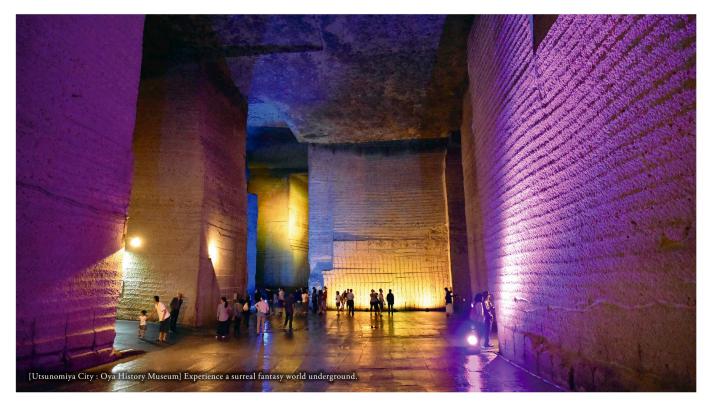
Return to the Past

Visit historic remains and explore the places built by people of the past.

You're sure to be moved by the exciting stories encountered in each place you visit.



[Tochigi City: Kura-no-Machi] Edo Period cityscape preserved for centuries.





A New World of Festivals

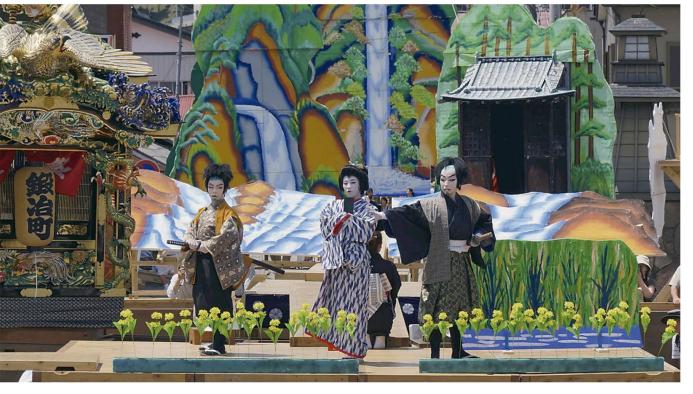
Each of the region's varied and unique festivals,
made possible by the traditions and dedicated efforts of locals,
offers an energizing experience.



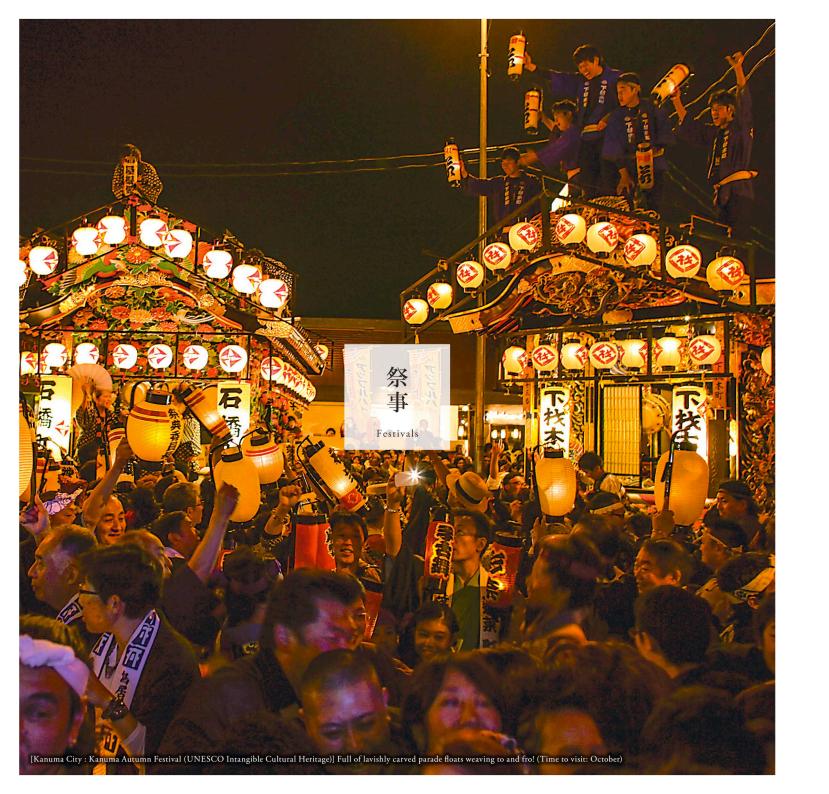
[Nasu Town : Gojinka Festival] Enchanting fire festival. (Time to visit: May)



[Oyama City : Mamada Jaga Maita] Witness seven serpents dancing. (Time to visit: May)



[Nasukarasuyama City: Yama-age Festival (UNESCO Intangible Cultural Heritage)] The biggest parade-style moving kabuki dance performance in Japan. (Time to visit: July)



Tochigi Prefecture — Culture



Experience Local Culture

Explore diverse cultural traditions from various parts of Japan, experiencing them on a personal level.

These special hands-on cultural experiences create unforgettable opportunities to delve deeper into Japanese culture.



[Nikko City: EDO WONDERLAND Nikko Edomura]
Edo-themed entertainment, complete with faithful recreations of the old city that became today's Tokyo.



[Mibu Town : Omocha-no-Machi Bandai Museum] The life-sized Gundam figure is a must-see.



[Nakagawa Town: Nakagawa-machi Bato Hiroshige Museum of Art] A museum exhibiting the many works of Hiroshige Utagawa, a renowned ukiyo-e woodblock print artist.



Top Notch Nighttime Spots

Enter a new reality, impossible to experience in the light of day.



[Nikko City: Yunishigawa Kamakura Festival] A singular world steeped in hidden mystery. (Time to visit: Around February)



Night Spots

[Ashikaga City: Ashikaga Akari Monogatari] A short-lived festival that beautifies many historic locations. (Time to visit: Around October to November)



[Utsunomiya City: Utsunomiya Cocktails]
Artfully crafted cocktails by talented bartenders in Utsunomiya featuring locally-grown strawberries that are available for a limited time (Around February to April) only.



Scan Here for Deta

A Full-filling Time

After a long day of sightseeing, stay in one of the region's many hot spring resorts and set aside some time to relax.

When you're hungry, enjoy unforgettable local cuisine served by expert local chefs.







[Throughout Tochigi Prefecture : Tochigi Wagyu Beef] High-grade wagyu beef certified through vigorous inspections.



[Ustunomiya City : Utsunomiya Gyoza®] Utsunomiya Gyoza, a popular local food.

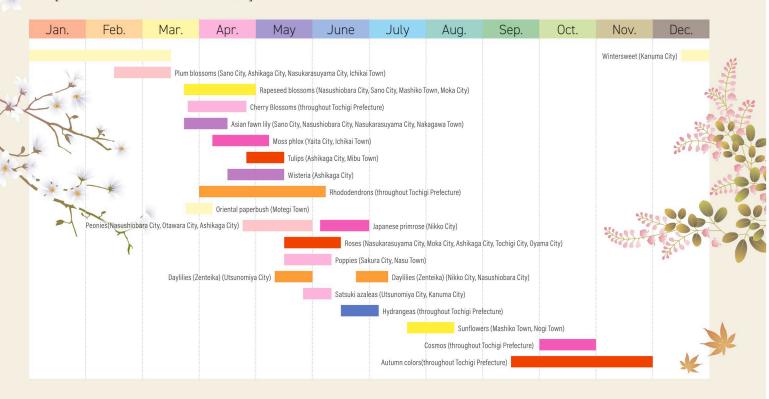


[Sano City : Sano Ramen Noodles] Ultra-popular among Japanese people and foreign visitors alike.



Relaxation

[Seasonal Flower Calendar] With various flowers in bloom throughout the year, there's always something to enjoy in Tochigi Prefecture.



 $[\ Seasonal\ Fruit\ Calendar\]\ Sample\ a\ delectable\ range\ of\ fruits\ from\ around\ Tochigi\ Prefecture\ throughout\ the\ year.$

